

# Labuan Square

Public Space Upgrade 2021/2022



## COMMUNITY ENGAGEMENT SUMMARY REPORT



DESIGN PROPOSED (VIEW FROM SOUTH WEST)



AERIAL VIEW

# Labuan Square

## Public Space Upgrade 2021/2022



## COMMUNITY ENGAGEMENT SUMMARY

### Background

A budget of \$125,000 in 2020/21 and \$125,000 in 2021/22 has been allocated by the City to make public realm improvement for Labuan Square, Norlane.

The City has partnered with Norlane Community Initiatives (a Norlane based community led place making organisation) to undertake engagement with the local community to inform a concept landscape design for the renewal of the public space..

Engagement commenced in May 2021 and received a substantial response, providing rich information about what the community values about Labuan Square and priorities for the improvements. Participants confirmed that they value the existing shops and natural environment most highly, and prioritise sustainable landscape design, access to nature, public art and play experiences, heritage and technology (in that order) as priority features for improvements.

A Project (Community) Reference Group (PRG) of local community group stakeholders was established and met regularly to further inform the design development and collaborate on activation opportunities. Shopkeepers and traders have also been invited to engage individually and collectively.

The concept landscape design was developed by the City's Landscape Architect in collaboration with the Project (Technical) Working Group (PWG) based on the cultural heritage narrative developed with the Wadawurrung Traditional Owners Corporation, site issues and opportunities, and community engagement results.

The concept design was refined based on feedback received through community engagement undertaken in November 2021 on the concept design.

State Government funding is being sought to assist in the delivery of the works. Construction is proposed to commence in early 2022 and be complete by mid to late 2022.





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### HOW WE ENGAGED WHAT DID WE DO?

The City established a partnership with Norlane Community Initiatives Inc (NCI) to work together to undertake community engagement to inform the redesign and redevelopment of the Labuan Square public realm. NCI's Vision is "...to seed a localised movement of residents working, living and sharing life together to co-create a thriving neighbourhood."

A City Project Working (Technical) Group (PWG) was established to determine the scope, issues and opportunities, project and engagement plans to inform the project management. The PWG was comprised of a multidisciplinary cross section of City staff with the Community Infrastructure Planner and Capital Works Project Manager reporting to the Manager of Social Planning & Investment and Manager Capital Projects respectively as required.

A Project Reference Group of key local stakeholders was established to represent local community organisations and various agencies including Department Families Fairness & Housing (DFFH), Regional Development Victoria (RDV), Victoria Police and Department Transport Jobs & Regions (DTJR) to ensure the City understood the current local situation and the views of community organisations through engagement to inform the project planning, 'Visioning' for the redesign of Labuan Square and provide ongoing feedback on the subsequent concept design iterations.

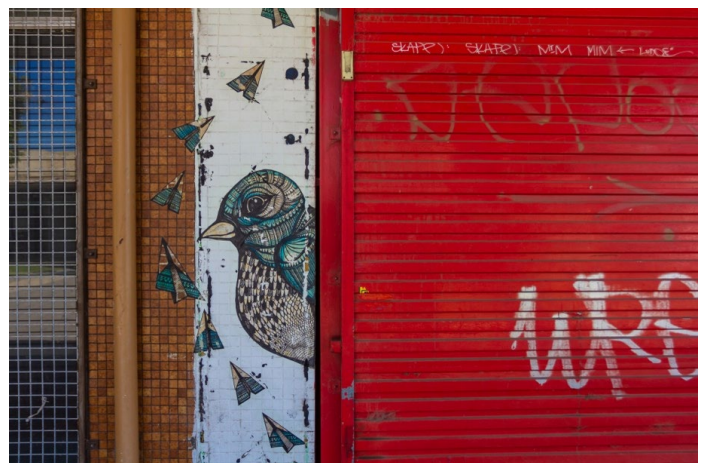
Community engagement was initially undertaken in May 2021 on the Labuan Square Have Your Say (HYS) page on Geelong Australia and online survey (during COVID 19 restrictions) and concurrently Norlane Community Initiatives Inc undertook in person surveying at various locations, a Listening Post at Labuan Square and informal engagement with family, friends and local community members to seek the voice of the local community. The survey sought to understand what the local community valued about Labuan Square and what they would like to see in a newly developed public space.

The initial HYS survey engagement was promoted through NCI networks, in person surveying and listening post, and advertised through engagement promotion postcards delivered to local area, posters erected in shopfronts, trader and shop owners engagement, print advertising, local Facebook groups, City social media (geotargeted), Mayors Facebook page, hard copy surveys and phone calls

Trader engagement consisted of an individual approach to invite each trader to participate in a traders group, emails with free trader support available through the CoGG, ongoing conversations and the opportunity to inform the design development.

The feedback from the local community, stakeholders, government agencies and City staff informed the development of a preliminary concept design to guide discussion with the traders, shop owners, stakeholders and local community on the design development.

In November 2021, Community engagement was undertaken to understand the communities support for the concept plan developed based on previous community feedback. The concept design was published on the HYS page online and in person on site listening posts were held to hear the thoughts of the community in relation to the concept landscape plan for the space.



COVID Impact significantly restricted the opportunity to engage with traders, stakeholders, and the local community.

# Labuan Square


## Public Space Upgrade 2021/2022



### Stage 1 – Community Visioning




**28 DAYS**  
of engagement



**168**  
Suggestions (comments)  
from the public left online  
via survey



**132**  
Number of people  
to leave feedback



**3**  
Hard copies  
of surveys  
received



**49**  
People following  
the project

### Stage 2 – Concept Design



**24 DAYS**  
of engagement



**36**  
Suggestions (comments)  
from the public left online  
via social map



**36**  
Number of people  
to leave feedback



**1**  
Hard copies of  
surveys/  
correspondence



**60**  
People following  
the project

### DATA METHODOLOGY

The engagement self-selected in relation to online survey contributions. Norlane Community Initiatives provided the opportunity for participants in local community programs to discuss their thoughts on the redevelopment of Labuan Square.

NCI and the City also undertook Listening Post activities to further seek to understand the aspirations of the community for Labuan Square improvements.



## ENGAGEMENT TOOL AND TECHNIQUES

A project specific engagement page was developed to provide project information and methods of ways to engage with the City.

A range of engagement tools and techniques were used to provide different types of opportunities for stakeholders and community to have their say. The main tools and techniques are explained in further detail below

### HOW WE ENGAGED

<b>HAVE YOUR SAY ONLINE PORTAL</b> <b>YOURSAY.GEELONGAUSTRALIA.COM.AU</b>	An online HYS project page was designed to share relevant information to encourage community feedback throughout ongoing engagement in 2021
<b>SURVEY (ONLINE AND HARDCOPY)</b>	Surveys distributed ... online in May & November 2021 Hard copies delivered to two residents in May. Objective of May survey was to understand what the community valued about Labuan Square and what they would like to see in a design of the redeveloped public space and; The objective of the November survey was to assess whether the concept design developed met local aspirations for the public realm.
<b>ONLINE INTERACTIVE MAP</b>	The PRG stakeholder group was invited to interact with an online mapping tool by: <ul style="list-style-type: none"><li>• Dropping a pin on the map to provide an idea or comment</li></ul>
<b>WORKSHOPS X 4</b>	PWG meetings <u>Online</u> December 2020, 6 May, 22 June, 12 October 2021, 2February 2022. NCI <u>Online</u> Meetings 16 February, 15 March, 15 April, 4 & 20 May, 3, 10, 24 June, 4 August, 6 September NCI Visioning Workshop – <u>in person</u> @ Aviary Café 18 <sup>th</sup> August PRG workshop meetings 24 <sup>th</sup> June, 6 September (Visioning), 18 October (Concept Design Review) <u>online</u> Traders Conversations 30 August <u>online</u> Approx. 20 members of the PRG participated in the workshops to provide their advice in project planning, community engagement and feedback on the concept plan.
<b>WALKING TOURS/CPTED ASSESSMENT</b>	CPTED Process was undertaken to inform the design development. A multi agency group were invited to participate in the CPTED Assessment in July 2021
<b>LISTENING POSTS</b>	Listening posts were conducted to compliment online community surveys (18 May and 15 & 20 November at Labuan Square). The listening posts sought to engage people who were otherwise unaware of the project, and to collect their input. Community members were invited to take project information with them or have a discussion with staff and/or complete a survey.
<b>POSTERS, POSTCARDS &amp; LETTERBOX DROP</b>	To help inform local residents about the project, postcards were delivered to houses close to Labuan Square to further extend awareness of the project to people travelling to the area, postcards were also delivered to shops and other commercial buildings near Labuan Square. Posters were also placed at Labuan Square shops.
<b>WRITTEN SUBMISSIONS</b>	Open at any time during the public engagement period. Submissions could be provided by email or mail.
<b>TRADER OR STAKEHOLDER SURVEY</b>	Individual approaches to each trader, surveys links distribute to traders and traders invited to participate in a number of discussions online and in person.
<b>ONE ON ONE INTERVIEWS</b>	Give Where You Live Dawn Wade Foundation
<b>SOCIAL MEDIA</b>	The project was promoted through the City and Mayor's social media pages.
<b>COUNCILLOR ENGAGEMENT</b>	Windermere Councillors have been provided updates as the project progressed and Cr Aitken attended the Listening Post in November 2021.

## COMMUNICATIONS

Social Media platforms utilised to promote the engagements included Facebook, Instagram and twitter to direct people to the Have Your Say page and promote the listening posts.

The printed media methods used included advertisement in newspapers, posters, A-Frame signage and postcards

### SOCIAL MEDIA

**Stage 1 - 9,280 (+ 27,734)**

Labuan Square HYS Reach (& Mayors FB Page)



**1**

Radio announcement on K Rock



**Stage 1 - 290 (+ 6,730)**

**Stage 2 - 144**

Labuan Square HYS (& + Mayors FB Page)  
Actions (Clicks, reactions, shares, comments etc.)



**850**

Postcards delivered

**16**

print adverts in local newspapers

**2**

A-Frame signs

## WHO WE ENGAGED WITH

## PARTICIPATION

During 2021 more than 1,320 people engaged with the City about the redevelopment of Labuan Square public realm through a number of engagement activities.

Due to COVID engagement was primarily online, with in person engagement through NCI activities, and PRG workshops, and via our in person engagement at Concept Phase which were limited due to COVID 19 restrictions.

The Project Reference Group included representation from Wadawurrung Traditional Owners Corporation, Norlane Community Initiatives, Northern Futures, Norlane Community Centre, local schools, Norlane Child & Family Centre, local sporting clubs, Norlane Seniors Citizens, Lions Club of Corio/Norlane, Deakin University Researchers, Dept Families, Fairness & Housing, Dept of Transport, Jobs & Regions and Victoria Police.

Traders were invited to participate in several activities to seek their views on priorities and the proposed concept plan. Trader participation was intermittent.



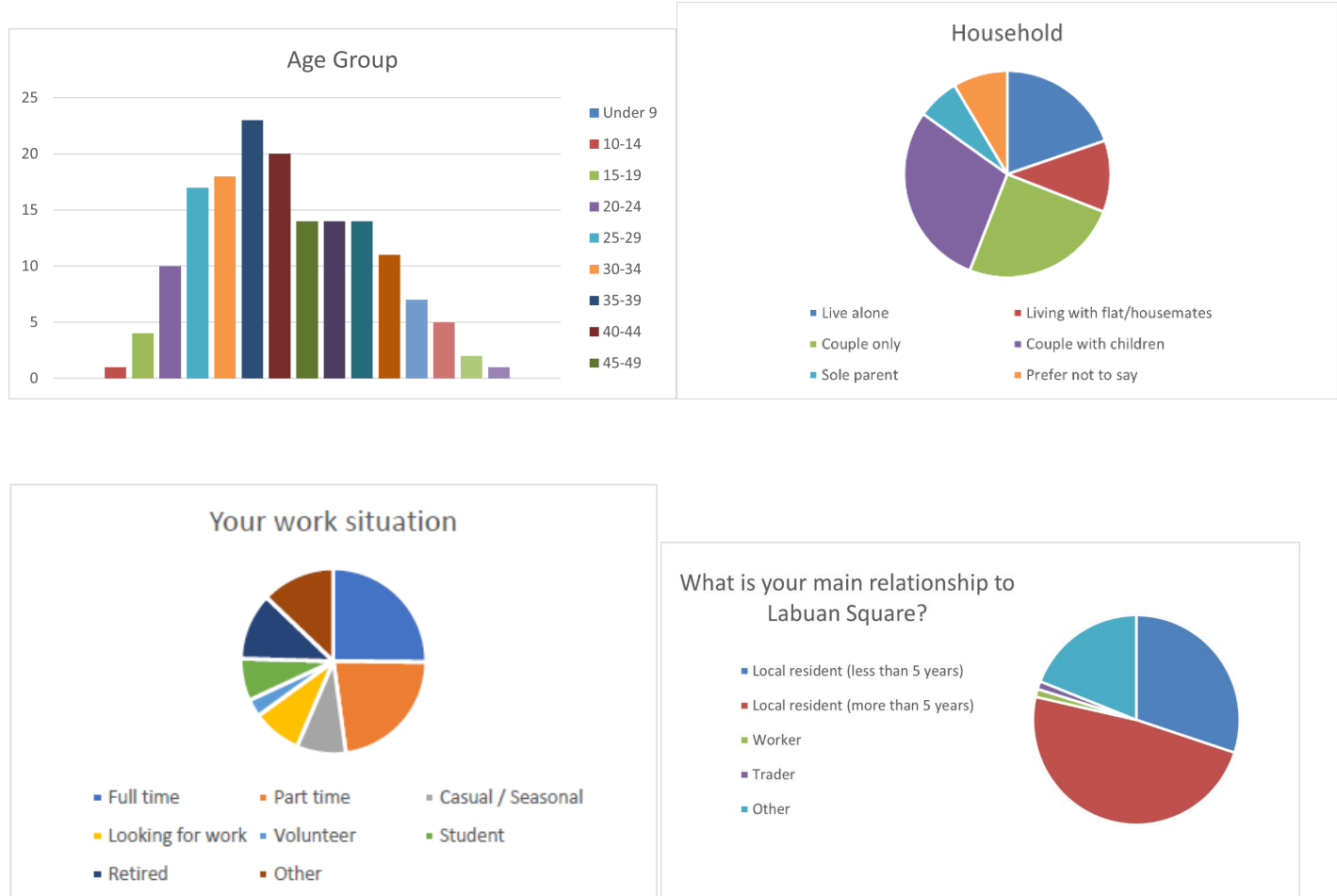
The online Have Your Say campaign was available through <https://yoursay.geelongaustralia.com.au/Labuan> in May for Stage 1 Visioning and November for Stage 2 Concept Plan feedback.

Stage 1 Engagement has been summarised by NCI as Attachment 1



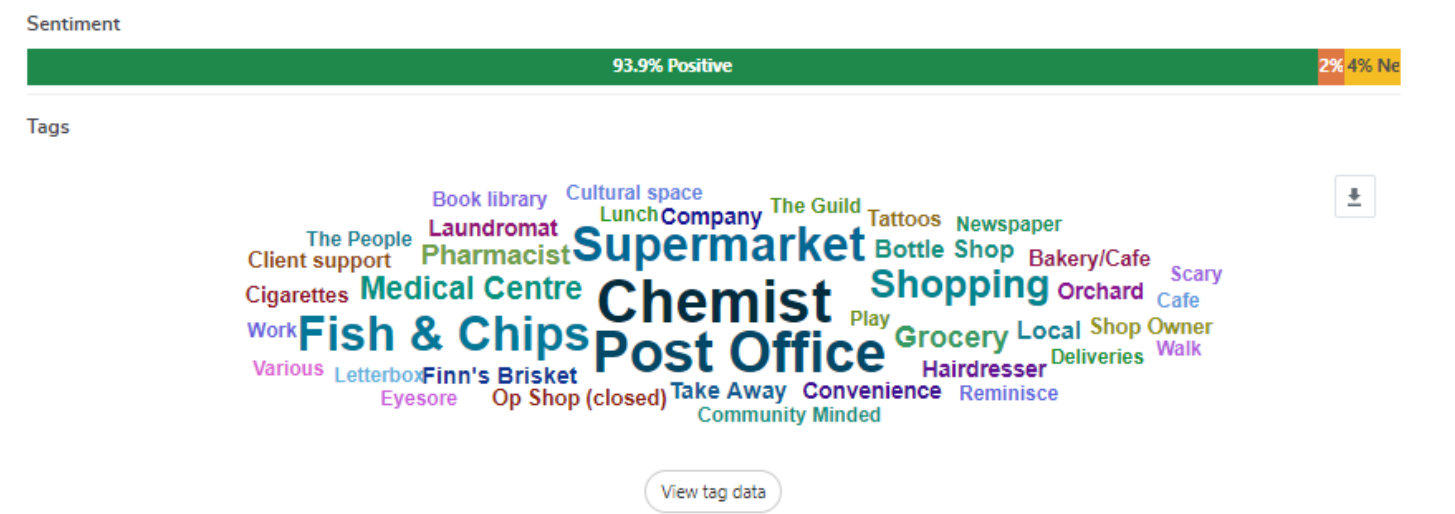


The community were invited to share some demographic data with us, primarily through our HYS page. The following is a snapshot of these people

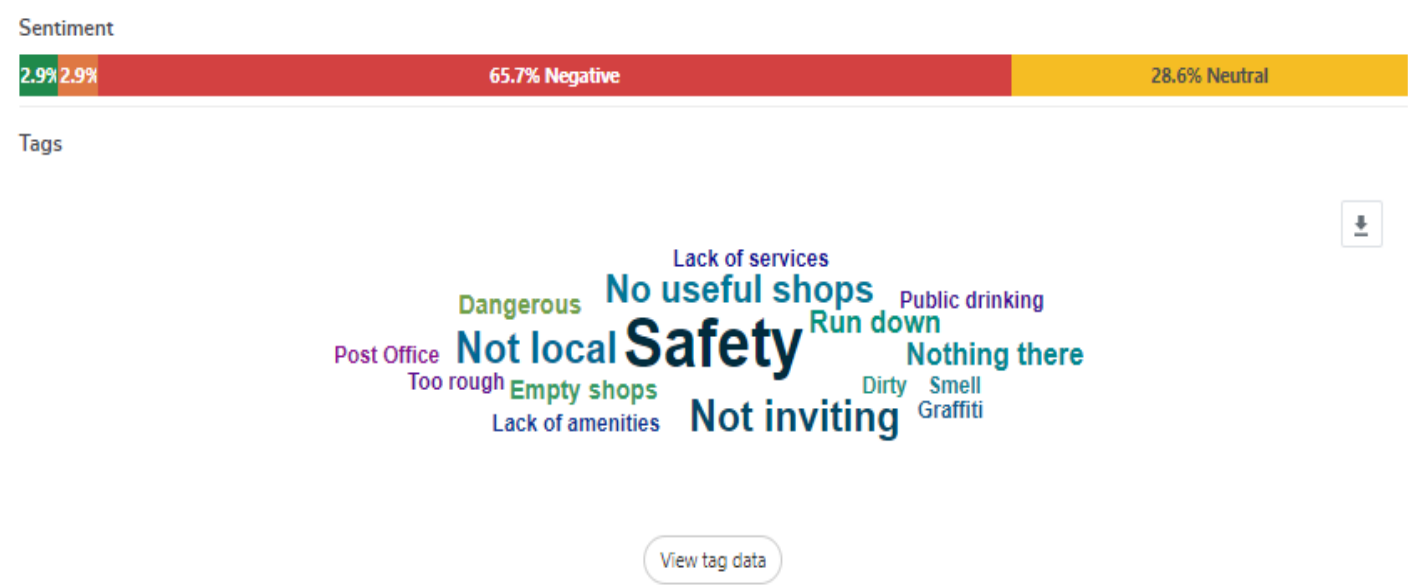


WHAT WE HEARD - VISIONING ENGAGEMENT (STAGE 1)

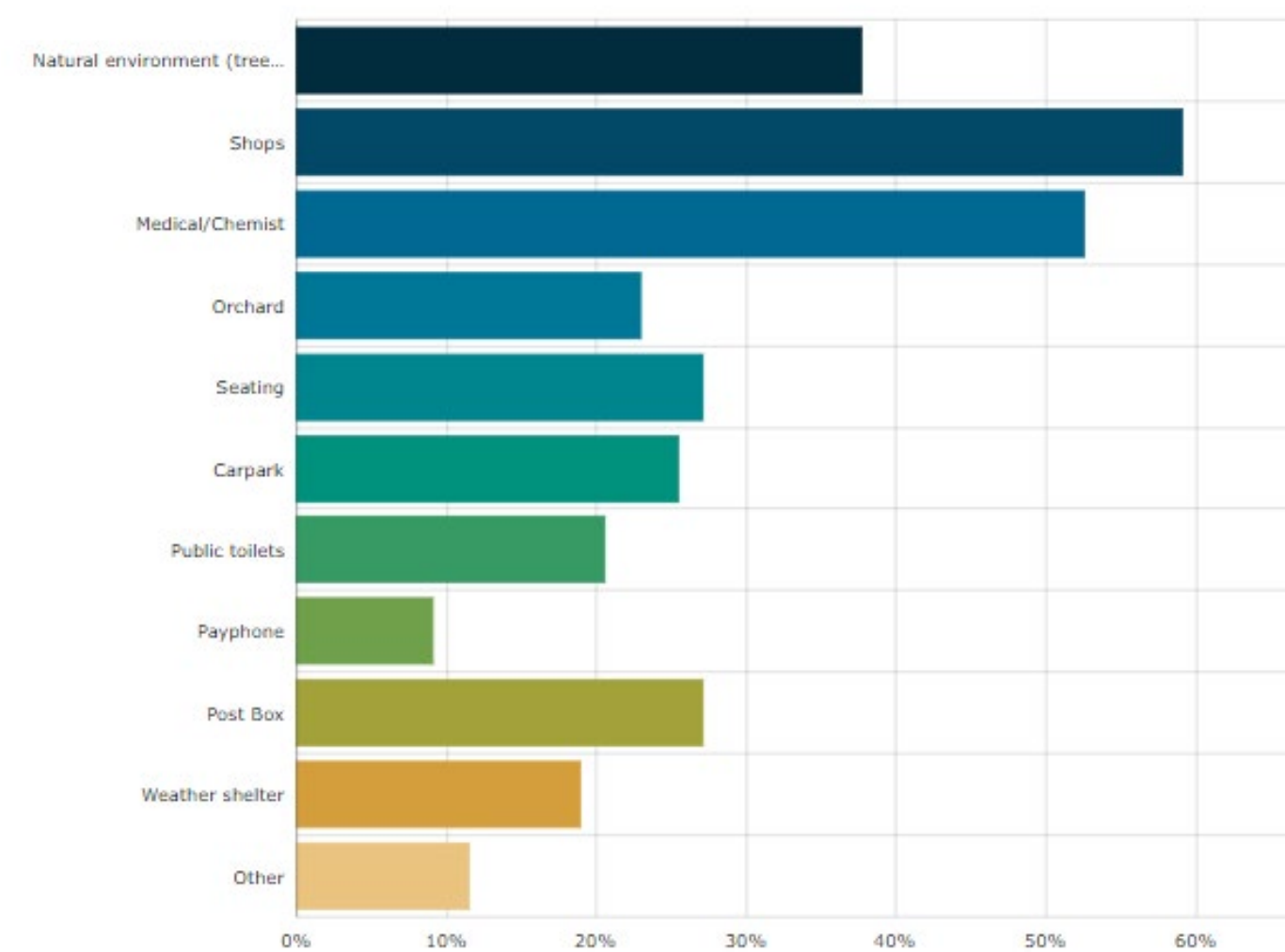
WHY DO YOU VISIT LABUAN SQUARE?



WHY DON'T YOU VISIT LABUAN SQUARE?

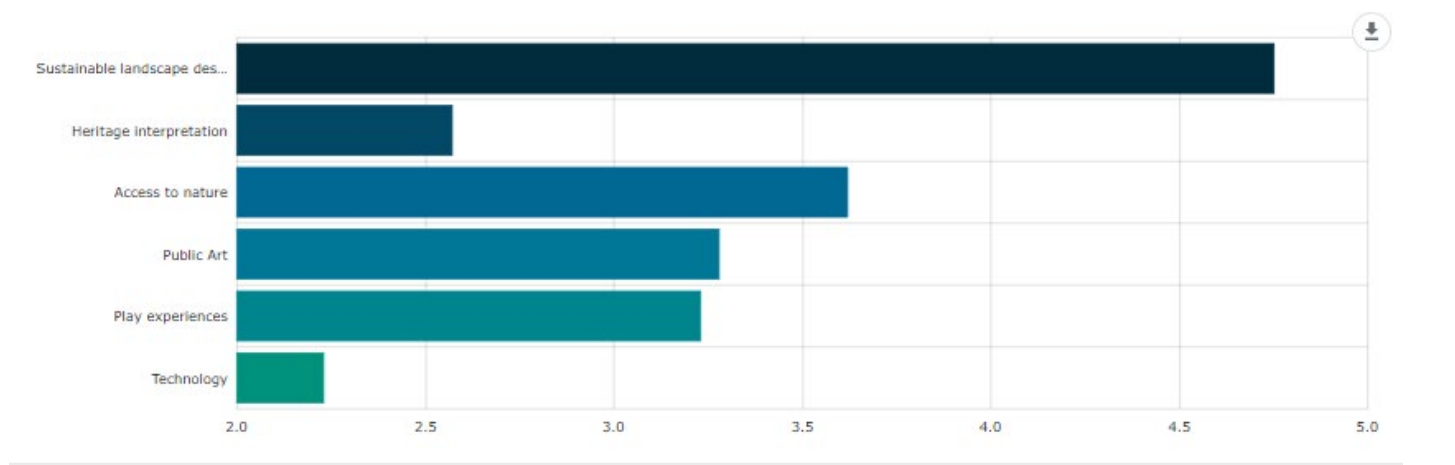


WHAT FEATURES DO YOU VALUE AT LABUAN SQUARE CURRENTLY?





**IN THE REDEVELOPMENT OF LABUAN SQUARE, RANK THE FOLLOWING FEATURES IN ORDER OF PRIORITY FOR YOU.**



### WHAT COULD BE IMPROVED AT LABUAN SQUARE TO ENCOURAGE YOU TO VISIT MORE OFTEN?



**DESCRIBE YOUR VISION FOR A REDEVELOPED LABUAN SQUARE.**



The Labuan Square Concept Plans were available on the Labuan Square HYS Page during November and the community were asked whether the concept was what they imagined for Labuan Square redevelopment? Nearly 60% of respondents responded Exceeded expectations, Yes or Almost there. 38.89% of respondents did not feel the design met their expectations. Upon analysis of the sentiment behind responses it was found that residents concerns related to the need to address anti-social behaviour as opposed to the design response itself.

A donut chart with four segments representing responses to the question 'Do you think the current situation is better than it was before?'. The segments are: 'Yes' (dark blue, approximately 10%), 'No' (medium blue, approximately 45%), 'Almost there' (teal, approximately 35%), and 'Exceeded expectations' (orange, approximately 10%). A legend to the right of the chart identifies the colors for each response.

Response	Percentage (approx.)
Yes	10%
No	45%
Almost there	35%
Exceeded expectations	10%

Answer choices	Percent	Count
Yes	8.33%	3
No	38.89%	14
Almost there	25.00%	9
Exceeded expectations	27.78%	10
Total	100.00%	36

[illegible]

"Love the concept narrative! Especially connections to Cowies creek, the cliffs etc. Feels like a lot of thought and connection to Wadawurrung concepts of country. Movement and building of new toilet block is also great, as is safety inclusions. I think there will still be much work to be done on top of this plan to bring life and positive connection back to the square, but this is a really great start." (Hannah)

## CONSISTENT THEMES

The consistent themes throughout the length of the engagement related to Council supporting and cultivating shop activation and collaboration in reducing or minimising the impact of existing anti-social behaviours to meet the objective of place activation, local vibrancy and amenity to ensure any investment in Labuan Square was maximised.

## OVERALL KEY FINDINGS

The objective of the engagement was to understand what Norlane residents and visitors valued about Labuan Square and what they would like to see in a redevelopment public space. Engagement questions were looking for qualitative and quantitative responses

The data and insights told us that:

- Norlane residents are very passionate about their public spaces as evidenced by the comparatively high volume of responses to a local project
- Highest valued features of the current space included the shops (various), natural environment, post box and seating opportunities
- The community's development priorities were ranked in priority order as sustainable landscape design, access to nature, public art, play experiences followed by heritage interpretation and technology.
- A number of themes arose during engagement related to the physical design of the space and in relation to shop activation and community events and activities.

## OVERARCHING THEMES

Four (4) overarching themes came through in workshops and survey responses in Labuan Square improvement opportunities including:

- Sustainable Landscaping & Access to nature
- Activating the Shops
- Appearance
- Events & Activities
- Heritage interpretation and technology

*"A critical insight from our research identified the importance of Labuan Square for Norlane, both as a hub for community benefit and social connection. This involves both short term infrastructure needs being addressed and rectified, as well as developing a long-term engagement and activation plan to cultivate Labuan square as a community hub. Without a long-term plan in place and a willingness to develop local leadership and ownership of Labuan Square's future, it is highly likely that the broader vision for Labuan Square will not be realised. Our major recommendations (below) address this and encourage the City and other key stakeholders to invest in the long-term aspirations for developing Labuan Square as outlined by the extensive and important community feedback captured in this report." (NCI Engagement Report July 2021)*

See Attachment 1 – NCI Engagement Report

## NEXT STEPS

- The City has reviewed the engagement results and will prepare revised landscape designs based on the community feedback with a particular focus on amenity, community safety and place activation.
- Feedback in relation to shop activation and trader support has been provided to City's Economic Development Unit to enable trader support initiatives to be continued.
- Feedback in relation to a Community Activation Plan will be considered as part of the Vital Communities - Action Plan

## APPENDIX 1: - NORLANE COMMUNITY INITIATIVES – ENGAGEMENT REPORT JULY 2021